

Community Engagement Update

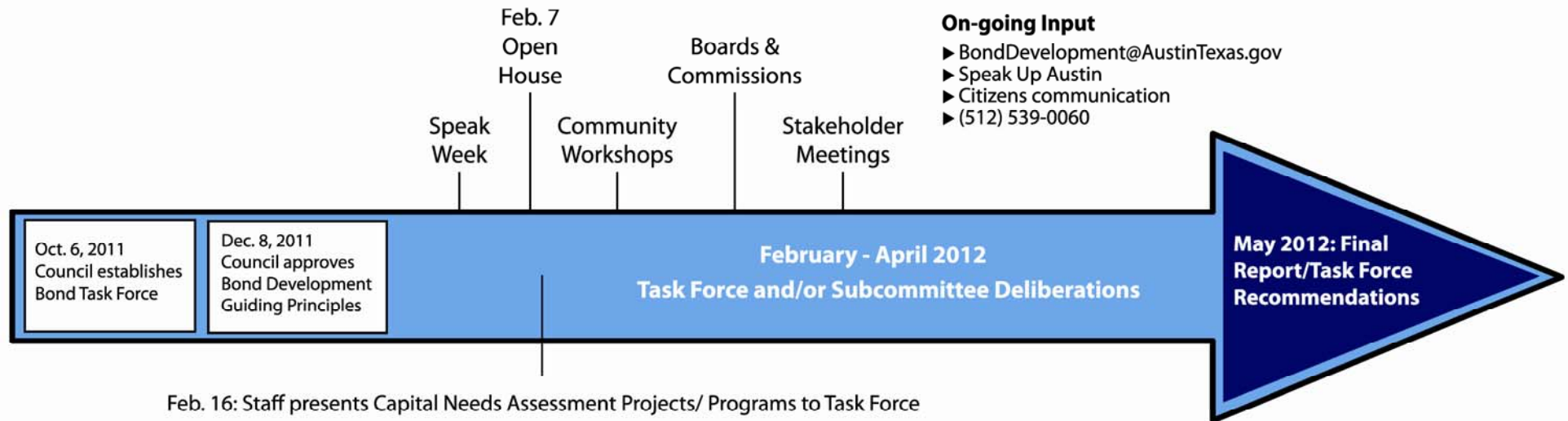
*Bond Election Advisory Task Force
City Hall, Boards & Commissions Room
February 16, 2012*

www.AustinTexas.gov/BondDevelopment

Discussion Items

- 1) Community engagement strategy
- 2) Summary of Speak Week (1/28 – 2/5) and Open House (2/7/11) events
- 3) Recent Outreach Efforts
- 4) Preliminary Results:
 - Guiding Principles
 - Public Comments
- 5) Coming Up: Community Workshops

Community Engagement Strategy for Development of Task Force Recommendations



Speak Week & Open House:

Introductions to citizens about the bond development process.

Feedback on Guiding Principles and other community interests



RESULTS:

60 Written Comments

20 Speak Week Shifts

~100 Open House Attendees

237 Guiding Principles Rankings

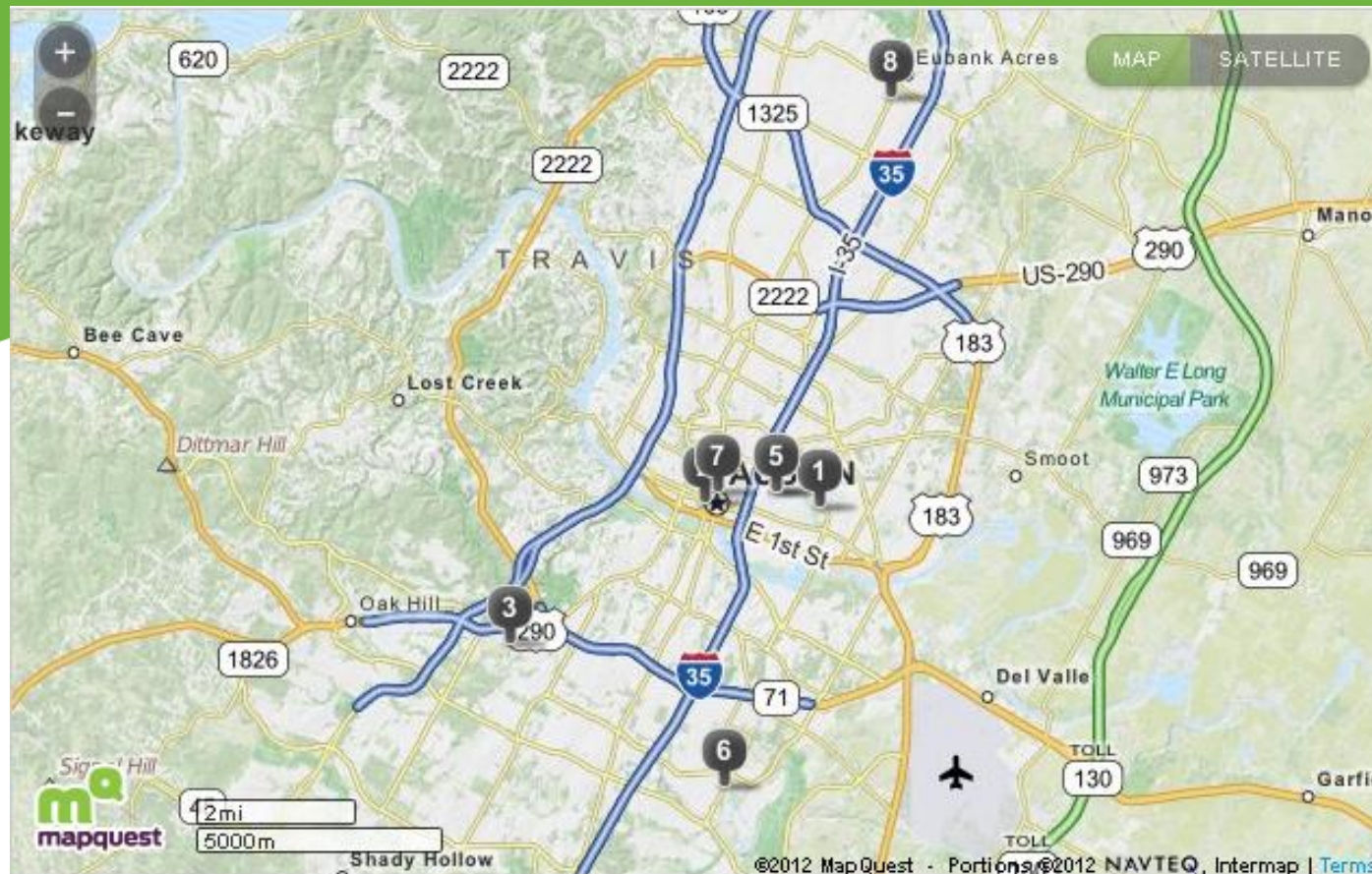
Speak Week Locations

January 28th – February 5th

- **Downtown Farmer's Market**
- **North Lamar – Chinese New Year Festival**
- **Widen Elementary in Dove Springs**
- **Sunset Valley Farmer's Market**
- **UT West Mall**
- **City Hall – Plastic Bag Public Meeting**
- **Senior Activity Center**
- **Conley-Guerrero Senior Activity Center**
- **George Washington Carver Library**



Speak Week Map



Recent Outreach Efforts

- **Speak Week and Open House events**
- **Guiding Principles survey tool on SpeakUp Austin through the end of February**
- **BondDevelopment@austintexas.gov and telephone hotline (512) 539-0060 created and receiving feedback**
- **Stakeholder email distribution list compiled and being utilized**
- **Distributing press releases about bond development process and events; media interviews**
- **Informational postings on Twitter and Facebook**
- **www.AustinTexas.gov/BondDevelopment**

Initial Results:

Guiding Principles Rankings

These are results as of February 13. We will still have the survey tool up on SpeakUp Austin until the end of February, and we will need help getting the word out to people about ranking Guiding Principles. Below is the current rankings, based off of a sample size of **237 people**.

GUIDING PRINCIPLE:

- Sustainability
- Infrastructure
- Mobility
- Cost-Effectiveness
- (TIED) Balanced Approach
- (TIED) New Initiatives

AVG. RANK:

2.7
2.8
2.9
3.7
4.1
4.1

1 = MOST IMPORTANT ----> 6 = LEAST IMPORTANT

Other Input and Comments Received

at community engagement events, or by email, hotline, SpeakUp Austin, or social media.

- **Provided in regular written updates to Task Force**
- **Organized by staff into the following categories:**
 - **Bond Development Process**
 - **Affordable Housing**
 - **City Facilities**
 - **Parks & Open Space**
 - **Transportation/Mobility**
 - **Other**

Coming Up Next: March Workshops

A series of 2 to 4 community workshops around the city to obtain input on projects/programs and allocations for bond packages (simulating the Task Force's decision-making process).

Comments? Questions?

BondDevelopment@austintexas.gov

Bond Hotline: (512) 539-0060 (Voice & Text)

www.AustinTexas.gov/BondDevelopment

